

Practice Management 1

Assessment Schedule

Level 5, Credits 5

Student name:

Assessing	Evidence	Judgement	C	M	M max
Create a professional business plan	Student writes a formal business plan for the establishment of a private massage clinic or other massage-related enterprise.	<ul style="list-style-type: none"> Business profile Marketing Finance Appendix (operational processes) 			
Demonstrate an understanding of different business structures and choose the business structure which best suits their needs	• Business profile	The business structure chosen is logical given the nature of the business venture described			
		Executive summary clearly outlines the nature of the business venture			2
		The business advisors section includes an accountant			
Demonstrate an understanding of basic marketing techniques relevant to private practice	• Marketing	Marketing plan describes the presentation of the business			
		A copy of the student's business card is included			
		Marketing plan describes the forms of advertising used to market the business			
		The marketing plan is coherent and well considered			3
Demonstrate an understanding of basic accounting principles including taxation	• Finance	The financial plan includes an establishment budget, a cashflow forecast, and a profit and loss statement.			
		The construction of the statements demonstrates understanding of the purpose of the statements			
		The statements are well constructed, and calculations are accurate			3
		Tax calculations are included and are correct			2
Describe processes for effective scheduling of client's appointments	• Appendix – operational plan	The student's scheduling process is described			
		The description of operational processes includes			
		<ul style="list-style-type: none"> the use of a calendar or appointment book The length of sessions, and time between sessions strategies for ensuring the therapist does not miss appointments strategies for ensuring that client contact information is retained 			2
		The operational processes described are a good fit with the business concept			2
Create a professional business plan	• Presentation	The business concept is clearly described, the writing is coherent			3
Competency (C NYC NC):					
Marks towards a merit:				0	
Merit %age:				0	
Grade:					